

**DETAILED ACTION**

***Election/Restrictions***

1. This application is in condition for allowance except for the presence of claims 20-26, and 33-44, directed to inventions non-elected without traverse. Accordingly, claims 20-26, and 33-44 have been cancelled.

**EXAMINER'S AMENDMENT**

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Trevor Lind on April 24, 2009, and the contents of the amendment were communicated via facsimile on May 1, 2009.

The application has been amended as follows:

Claim 1. (Currently Amended) A computerized method of bubble messaging comprising:

    determining, at a computing device, including a processing unit, configured to send and receive personalized graphical messages, whether a user of a message editor of

the computing device is associated with a subscription to premium message edit settings;

retrieving, at the computing device, one or more particular premium message edit settings when the user is associated with a subscription to the premium message edit settings;

receiving a selection of a message edit action at the computing device, wherein the message edit action is one of a plurality of message edit actions and a first number of the plurality of message edit actions change data associated with personalized graphical messages and a second number of the plurality of message edit actions terminate personalized graphical message editing;

determining, at the computing device, whether the message edit action is associated with one or more lockable personalized graphical message features;

determining, at the computing device, that a lockable personalized graphical message feature of the message edit action is a locked personalized graphical message feature;

providing, by the computing device, an indication that the lockable personalized graphical message feature is locked;

providing an option, by the computing device, to purchase personalized graphical message features unlock keys to unlock the lockable personalized graphical message feature;

receiving input, at the computing device, related to unlocking the lockable personalized graphical message feature;

creating a personalized graphical message at the computing device using the message edit action after the lockable personalized graphical message feature is unlocked, the personalized graphical message comprising:

message text; and

a graphical message shape specification, the graphical message shape specification specifying a shape of the created personalized graphical message when displayed to which a graphical message open animation provides a transition in response to recipient interaction with a display notification of the created personalized graphical message; and

seamlessly sending the personalized graphical message to at least one recipient from the computing device.

Claim 20-26. (Cancelled)

Claims 33-44. (Cancelled)

## **REASONS FOR ALLOWANCE**

3. The following is an examiner's statement of reasons for allowance of claims 1-19 and 27-32:

The features of claims 1 & 27 were not found to be taught or suggested by the prior art. Specifically,

One or more particular message edit settings when the user is associated with a subscription to the premium message edit settings; and

Providing an option, by the computing device, to purchase personalized graphical message feature unlock keys to unlock the lockable personalized graphical message feature.

Particularly, subscription based features used to compose and edit computer messages that can be subscribed to while editing the body of a message, and in turn provide customized animation to the recipient of the message upon receiving the message.

Claims 2-19, and 28-32 are dependent off of claim 1, and are therefore distinguishable over the prior art for the reasons above.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to BLAKE RUBIN whose telephone number is (571) 270-3802. The examiner can normally be reached on M-R: 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ario Etienne can be reached on (571) 272-4001. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

5/4/09

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